



# STRATEGIC INITIATIVES: COMMUNITY & MEDIA RELATIONS

ALIGNING BOARD PRIORITIES WITH OPTIMIZED RESOURCES

PEOPLE FOCUSED. PERFORMANCE DRIVEN.

## Mission Statement

To proactively facilitate the accurate, effective, timely, and consistent flow of public information to internal and external parties of interest, provide community outreach, and serve as the County's liaison with its media partners.

## Strategic Initiatives/Support Highlights

### Governance

- Expanded opportunities for increased media and citizen outreach via social media, and through additional distribution partners.
- Continued to operate and update the website [www.LeonPhotos.org](http://www.LeonPhotos.org) to easily and efficiently provide public access to high-resolution photos from County events.
- Improved equipment infrastructure to expand coverage of Board meetings and County events, on CenturyLink Channel 16 and Comcast Channel 16 and through the County's website. Such improvements keep citizens better informed and enhance transparency and public access.
- Continued public education and community outreach for Citizen Engagement Series.
- Developed Leon County's Crisis Management Communication Plan.

## Contact Us

(850) 606-5300  
[www.LeonCountyFL.gov/CMR](http://www.LeonCountyFL.gov/CMR)

## EDUCATION, INFORMATION & COMMUNITY OUTREACH

- Community and Media Relations (CMR) continued to enhance the community's access to Leon County Government, and to promote transparency and accountability.
  - » Exceeded benchmarks for the marketing campaign of the Citizen Engagement Series, which fosters an informed and engaged citizen-driven debate.
  - » Continued to work with County staff to accurately respond to public records requests in a timely manner.
  - » Issued approximately 200 news advisories, releases, and notices detailing County activities; facilitated approximately 58 press conferences, community meetings, and events.
  - » Actively worked with media partners, including print, television, radio and online sources to provide accurate and timely information.
  - » In partnership with Leon County EMS, CMR facilitated the community-wide Press the Chest event, instructing a record-setting crowd of 600 attendees on proper CPR techniques.
- In Partnership with the Council of Neighborhood Associations (CONA), Leon County helped promote the 2016 Annual Neighborhood Awards Reception. The awards recognized



*Build Your Bucket disaster preparedness campaign*

neighborhood and neighbors of the year through seven respective categories.

- CMR delivered more than 100,000 bulletins via the County's digital media subscription service, GovDelivery, which provides subscribers with free, up-to-the-minute news at their fingertips.
- CMR prepared and distributed printed and digital materials on behalf of the County and its departments and divisions.
- In addition to Leon County's Facebook, Twitter and Instagram accounts, CMR launched a Leon County LinkedIn account.
- With the goal of disseminating timely information, CMR continued to maintain informational updates for the County's award-winning Emergency Information Portal (EIP) website. The Portal provides links to resources for preparation, response and recovery information, such as the status of available shelters, sandbag locations and road closures. Visit [www.leoncountyfl.gov/EIP](http://www.leoncountyfl.gov/EIP) to access the Leon County Emergency Information Portal.

## Demonstrating Highest Standards of Public Service

Received SAVVY award and Silver Circle award for Leon Works and an Award of Excellence for Kinhega Drive OPEN Program.

